

Please add the following new claims.

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- 1 --24. A system, comprising:
- a printing system including a printer for printing on an item intended for a recipient;
 - a data center in operative communication with the printing system, the printing system being located remotely from the data center, the data center including a plurality of advertiser accounts, each of the plurality of advertiser accounts including respective message data representative of a message;
 - a control system in operative communication with the data center and the printing system for:
 - obtaining recipient information; and
 - using the recipient information to identify a subset of messages available for printing on the item.

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25. The system of claim 24¹, wherein:
- the control system is further for:
 - receiving from a user an indication of a selected message from the subset of messages that the user authorizes for printing.

26. The system of claim 25², wherein:
- the control system is further for:
 - compensating the user for printing the selected message; and
 - charging the advertiser account corresponding to the selected message for printing the selected message.

27. The system of claim 26³, wherein:
- each of the plurality of advertiser accounts further includes restriction data;
 - and
 - the control system is further for:

using the recipient information in combination with the restriction data from the plurality of advertiser accounts to identify the subset of messages available for printing.

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28.

The system of claim 27², wherein:

each of the restriction data, respectively, includes addressee restriction data, including at least information relating to one of the following: commercial/residential restrictions; demographic restrictions and geographic restrictions, and non-addressee restriction data, including at least information relating to one of the following: piece count restrictions; multi-ad restrictions; date restrictions; ad space zone restrictions and budget restrictions.

29.

The system of claim 28⁵, wherein:

the recipient information includes address information obtained from the user.

30.

The system of claim 24¹, wherein:

each of the plurality of advertiser accounts further includes restriction data; and
the control system is further for:

using the recipient information in combination with the restriction data from the plurality of advertiser accounts to identify the subset of messages available for printing.

31. A method of operating a data center, the method comprising the step(s) of: maintaining a plurality of advertiser accounts, each of the plurality of advertiser accounts including respective message data representative of a message for printing on an item intended for a recipient; obtaining recipient information; and using the recipient information to identify a subset of messages available for printing on the item.

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32. The method of claim 31, further comprising the step(s) of:
receiving an indication of a selected message from the subset of messages
that is authorized for printing.

33. The method of claim 32, further comprising the step(s) of:
compensating a user for printing the selected message; and
charging the advertiser account corresponding to the selected message for
printing the selected message.

34. The method of claim 33, further comprising the step(s) of:
storing restriction data for each of the plurality of advertiser accounts,
respectively; and
using the recipient information in combination with the restriction data from the
plurality of advertiser accounts to identify the subset of messages available
for printing.

35. The method of claim 34, wherein:
each of the restriction data, respectively, includes addressee restriction data,
including at least information relating to one of the following:
commercial/residential restrictions; demographic restrictions and
geographic restrictions, and non-addressee restriction data, including at
least information relating to one of the following: piece count restrictions;
multi-ad restrictions; date restrictions; ad space zone restrictions and
budget restrictions.

36. The method of claim 35, wherein:
the recipient information includes address information obtained from the user.

37. The method of claim 31, further comprising the step(s) of:
storing restriction data for each of the plurality of advertiser accounts,
respectively; and

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using the recipient information in combination with the restriction data from the plurality of advertiser accounts to identify the subset of messages available for printing.

38. A memory system accessible by an application program being executed on a data processing system, comprising:

advertiser account information including a plurality of advertiser accounts, each of the plurality of advertiser accounts including respective message data representative of a message for printing on an item intended for a recipient; and recipient information for use in identifying a subset of messages available for printing on the item.

39. The memory system of claim 38, comprising:
an indication from a user of a selected message from the subset of messages that the user authorizes for printing.

40. The memory system of claim 39, comprising:
compensation information for the user for printing the selected message; and charge information for the advertiser account corresponding to the selected message for printing the selected message.

41. The memory system of claim 40, comprising:
restriction information corresponding to each of the plurality of advertiser accounts, respectively; and
wherein the recipient information may be used in combination with the restriction information from the plurality of advertiser accounts to identify the subset of messages available for printing.

42. The memory system of claim 41, wherein:
each of the restriction information, respectively, includes addressee restriction data, including at least information relating to one of the following:

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